



## WESH-TV News Orlando, Florida



PT-DW7000U

WESH-TV News is an affiliate of NBC covering Orlando, Florida, as well as the surrounding towns of Daytona Beach and Melbourne. WESH-TV was looking for cutting-edge technology that would create a dramatic new appearance for the set, captivate the viewers at home and make the station stand out as a leader in an increasingly competitive media environment.

Rich Scharf, Operations Manager of WESH-TV, explains: "We needed a new dynamic look that would give us the options to be interesting to the people who are looking for news, but also the dynamics that can come with graphics and animations to make the show faster paced and more interesting for the viewer."

To achieve the station's aggressive goals in a cost-effective manner, WESH-TV wanted to incorporate two sophisticated projection systems that would create expansive backgrounds with vibrant imagery. However, there were critical criteria to be met:

The projectors had to be bright enough to stand up against studio lights; and the projectors absolutely could not fail during a live newscast – there would be no way to shoot around it.

Panasonic's PT-DW7000U projector was the perfect solution for this application. The PT-DW7000U features Panasonic's exclusive BriteOptic™ dual-lamp system that delivers 6000 lumens of light for brilliant, vivid images. And Dynamic Iris, Dynamic Gamma and 16-bit color depth create natural, film-like images with true color reproduction. Combined

with an outstanding 4000:1 contrast ratio and 3-chip DLP® technology, the PT-DW7000U delivers the brightest and sharpest high-definition images in the widescreen 16:9 format.

Prior to making its final decision, WESH-TV asked Panasonic to provide a local field test of the PT-DW7000U projector on station premises. "We fired it up, and boy! Looking through a camera, you could see the projection, bright, and you could see the talent lit, and we knew we had an answer that would work," Facilities Manager, David Richbart adds.

The PT-DW7000U projectors are now the centerpieces of WESH-TV's redesigned set, creating backgrounds with moving graphics for the anchors and reporters.



WESH-TV Studio

All monitoring and maintenance is done through the station's local area network. The ability to remotely monitor the projector's operating status and

lamps has translated into lower maintenance costs. The PT-DW7000U projectors offer the perfect combination of superior widescreen, high-definition digital projection and rock-solid reliability. Panasonic's industry-leading warranty, "No Hassle" Maintenance Program and exclusive technologies give WESH-TV a dependable product with a low total cost of ownership.

Rich Scharf concludes, "Panasonic has been great. They've performed up to our expectations – which were very high."

### CHALLENGE

- Provide superior image quality to allow WESH-TV to stand out from its competition.
- Deliver extremely bright projections to withstand studio lighting.
- Maintain failsafe projections for live broadcasts.

### SOLUTION: PANASONIC'S PT-DW7000U

- Creates dynamic background graphics and animations, achieves an exciting new look for the set, captivates viewers and elevates the station's competitive status.
- Combining 4000:1 contrast ratio and 3-chip DLP® technology allows for bright projections to withstand studio lighting.
- Liquid Cooling System, Sealed Optical Block and Dual-Lamp System guarantee ultimate reliability.



**Rich Scharf**  
Operations Manager



**David Richbart**  
Facilities Manager



**Tom Schaad**  
Anchor

**Panasonic Projectors. Built to Be Brilliant.**

**For more information or for a product demonstration, call 888.411.1996 or visit [panasonic.com/projectors](http://panasonic.com/projectors).**